



Penetang Minor Hockey Association Policy - Fundraising

Effective Date: August 30th, 2017

Ratified Date: September 27th, 2023

Related Policy Link(s): [Fundraising Approval Application](#)

1. Purpose

To provide guidelines for fundraising and sponsorship activities and administering of these funds, in accordance with Penetanguishene Minor Hockey Association (PMHA).

2. Objective

To define the fundraising process and to ensure that fundraising is planned in accordance with the expectations of the PMHA board of directors.

3. Definitions

Association: Penetanguishene Minor Hockey Association (PMHA)

Board: Duly appointed members of Penetanguishene Minor Hockey Association

Fundraising: A local activity that is a collaborative effort among parents, players, staff and the Board to raise funds to enhance the hockey program and support team initiatives. Fundraising activities may include sponsorships and donations.

Participants: Any person directly or indirectly involved in an approved activity in the capacity of a competitor, observer, athlete, coach, assistant coach, practice volunteer, trainer, manager, parent, official, spectator, employee, committee member, association member or any other person present or involved in the activity.

Staff: Board members, team managers, head and assistant coaches etc.

4. Policy

All teams may raise funds for their respective team. It is recognized that the funds raised are to be used for the betterment of the team as a whole. When raising funds, members are reminded that they are representing PMHA and the activities must project a positive image of the Association.

It is the responsibility of the PMHA Board to ensure that this policy is understood, followed, adhered to and enforced and for all PMHA Staff to follow this procedure.

Team budgets must be submitted to the Sponsorship/Fundraising Chairperson by November 1st. All fundraising activities must be discussed and approved by the majority at a team parent meeting. All fundraising activities must receive written approval from the Sponsorship/Fundraising Chairperson prior to starting any fundraising activities. All monetary transactions related to fundraising are to be documented in accordance with basic accounting principles and are subject to review by team parents and/or PMHA board.

5. Procedure

1. A written fund-raising proposal must be submitted in advance to the Sponsorship / Fundraising Chairperson who represents the PMHA Board. Should the Board consider that a proposal is not in keeping with the mission of the organization, that it duplicates other fund-raising efforts, or that if for some other reason is inappropriate, the proposal may be sent back to the team or division to revise or alter.
2. Approved activities must meet the following criteria:

- a. Provide immediate and direct support to a specific activity or project.
 - b. Funds cannot be used for an individual; it must be for the benefit of the team, division or organization;
 - c. The fund raisers will cover the fundraising and event expenses.
3. All promotional materials associated with the fundraisers must be submitted and approved with the approval of the fundraiser itself.
 4. A full accounting of each fundraising event is required to be submitted to the Sponsorship/Fundraising Chairperson, using standard accounting principles, within fourteen (14) days of holding or substantially completing the fundraising event.

Approved Activities and Expenditures:

Teams may fundraise for the following purposes :

- Tournament registration fees
- Travel expenses (including team buses)
- Hotel expenses for recognized coaching staff who are not parents of a player on the team
- Team meals
- Referee expenses
- Coach/trainer supplies
- Trainers (i.e. strength and conditioning programs)
- Team camps
- Additional ice time
- Equipment , team apparel, equipment bags
- End of Season Celebration
- Any other items that are within the mission of PMHA.

Activities that are within PMHA image include:

- Car wash
- Bottle drive
- Coat check
- Garage sales
- Auction
- Craft sales
- Penetang Minor Hockey Association Raffle
- Team banner
 - Note: Design for team banners must be submitted and approved by the Sponsorship/Fundraising Chairperson prior to having any banner printed.
 - Recognition for the team sponsor must be clearly represented on the banner, at no additional monetary cost to the team sponsor.
 - Any other establishments noted on the banner will be recognized as “supporters” only.

Direct public support can be requested for activities such as car washes, candy sales, bake sales, etc. provided that they are done in “good taste” and have been previously approved by the Sponsorship / Fundraising chairperson

Mandatory Fundraising:

All teams, players and families have an obligation to participate in the Penetanguishene Minor Hockey Association at large fundraising efforts (ex: PMHA Raffle). PMHA **may** withhold up to 20% of revenue from any **at large fundraising** in order to help pay for equipment, jerseys, or any other costs that benefit the association as a whole.

Prohibited Activities:

- Teams are not permitted to raise funds through raffles, bingo, gambling or other games of chance.
- Breweries, wineries, distilleries or tobacco companies shall not sponsor any team.
- Establishments that have adult entertainment as their primary business are not to sponsor any team.
- 50/50 draws are prohibited.
- Alcoholic beverages are not permitted as prizes.
- Monies raised through fundraising cannot be dispersed to parents, either in the form of money or gift cards.
- No racist, sexist, or in other way offensive material is to be printed on T-shirts, posters, or other promotional materials associated with the organization which may attract criticism or diminish the reputation of PMHA or its divisions in any way.
- Teams or divisions have no authority to enter into contracts or take action which could place an obligation upon PMHA

Note: PMHA, as an association, actively participates in sponsorship and fundraising for the betterment of the whole association. Teams are not permitted to engage in fundraising activities that are in direct conflict with an association fundraiser. In addition, PMHA secures major “corporate” sponsorships, teams are not to approach any businesses or establishments that have sponsored the association. All current sponsors are listed on the PMHA website and can be confirmed via the Sponsorship and Fundraising Chairperson

7. Compliance with this policy

- Any team found to be non-compliant with this policy, in part or in whole, will be penalized
- Penalties will be issued at the discretion of the PMHA Board and may include, but limited to:
 - Requiring cessation of the fundraising activity
 - Requiring a change to the fundraising activity (i.e. reprinting of a support banner)
 - Loss of “association” fundraising proceeds, if applicable (i.e. loss of share of proceeds from bottle drive, lottery fundraiser etc.)

Cross Reference(s):

Fundraising Approval Application